

Note for Weinstein, Barbara

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**From:** Fuller, Stuart  
**Date:** Mon, Nov 1, 1993 10:34 AM  
**Subject:** book for miles thursday mtg  
**To:** Anton, Mark; Lichtman, Jennifer; Weinstein, Barbara  
**Cc:** Gawronski, Edward; Harwood, Hunter; Neidle, Bruce; Weinkselbaum, Ian

Dave would like us to address several specific issues this week. While he does not feel that we should walk away from the sections established in the book, we will need to alter the content and order of material within them to highlight the issues in question. This will apply to headlines and summary bullets as well. The Miles meeting is scheduled for Thursday at 8AM. We will need to have the book complete for Bill to review by 2PM on Wednesday at the latest. Let's plan on a review with Dave late tomorrow afternoon.

The issues for this week are as follows:

- 1) High PM vs RJR short term shares -- will they react?
- 2) Price performance by region -- focus in on Regional differences with regard to problem areas. We should look at Field Sales data as a possible addition.
- 3) 99¢ pricing -- what are the brand components of the increase in incidence if non-deep discount brands are included? Does the skew to low state tax states still hold?
- 4) Shipment going rates -- do they represent real trends for PM and competitors?
- ✓ 5) Winston Select -- what is the progress in going to 20¢ off label (Nielsen and McLane)?
- ✓ 6) Basic performance -- are we losing distribution, or if not, is increased distribution masking performance softness in stores where Basic is already in distribution (Nielsen c-store, IRI, monthly Nielsen)? Regional performance in monthly Nielsen?
- ✓ 7) Ongoing tracking and determination of free product offers, especially Monarch and Doral (Nielsen c-store and McLane).

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